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ABSTRACT

This publication identifies those media specialist services present in exemplary media center programs, listed separately as they are directed toward students, teachers, or administrators. A monthly plan for media center activities and suggestions for compiling media statistics are included. Also provided are an evaluation instrument for use by media specialists in evaluating school level programs, and a number of instruments which could be used by media supervisors in district level evaluations. (DAG)

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MEDIA PROGRAMS:
An Evaluation Guide

Techniques for Improving Media Services (K-12)

Compiled by

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South Carolina State Department
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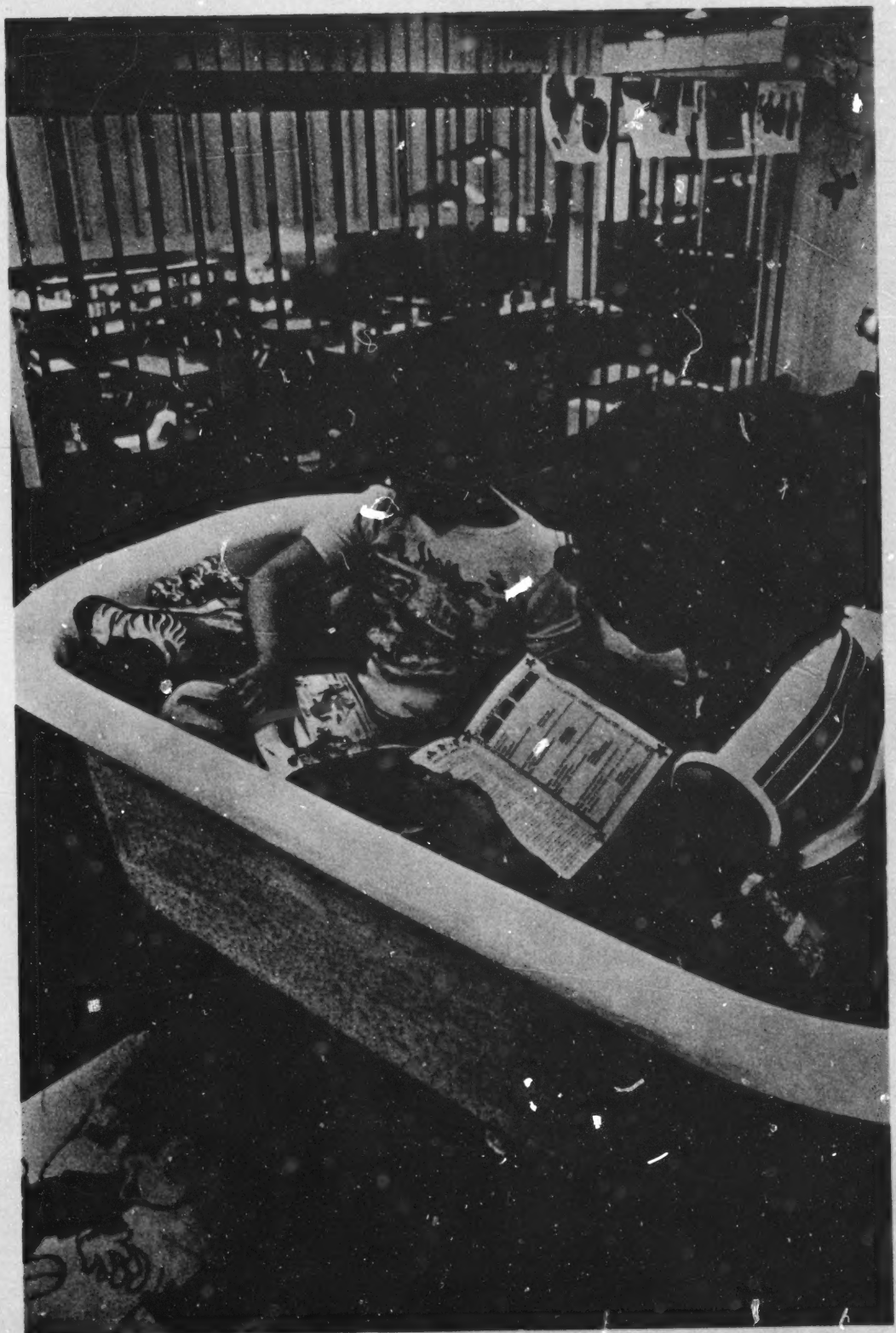

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PREFACE

The metamorphosis from the traditional library to the media center has been so gradual that many may not be aware of the new creature which has emerged. The collection has become a hodge-podge of both print and nonprint items—paperbacks, transparencies, kits, tapes, filmstrips—materials in any format to reach and challenge every child. Changes in the physical facility itself have followed, with provisions for listening and viewing activities; auxiliary rooms for previewing, broadcasting, or storing hardware; and rooms where materials may be produced. The atmosphere has become more relaxed, to the extent that the media center is a place where children can explore, can share, and can create.

The position of the media specialist which has evolved is that of a participant in curriculum design—a real member of the instructional team. This has resulted in cooperative planning of media programs which provide students with the media skills needed for the instructional program and skills which will make continuing learning possible. How well the media specialist accepts this new role determines, to a large extent, the effectiveness of the media center.

Margaret W. Ehrhardt
Mary Frances Griffin
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INTRODUCTION

This publication has a threefold purpose:

1. To identify those services present in exemplary programs,
2. To provide instruments for use in collecting measurable data and for evaluating programs, and
3. To assist media specialists and media supervisors in planning programs based on current needs.

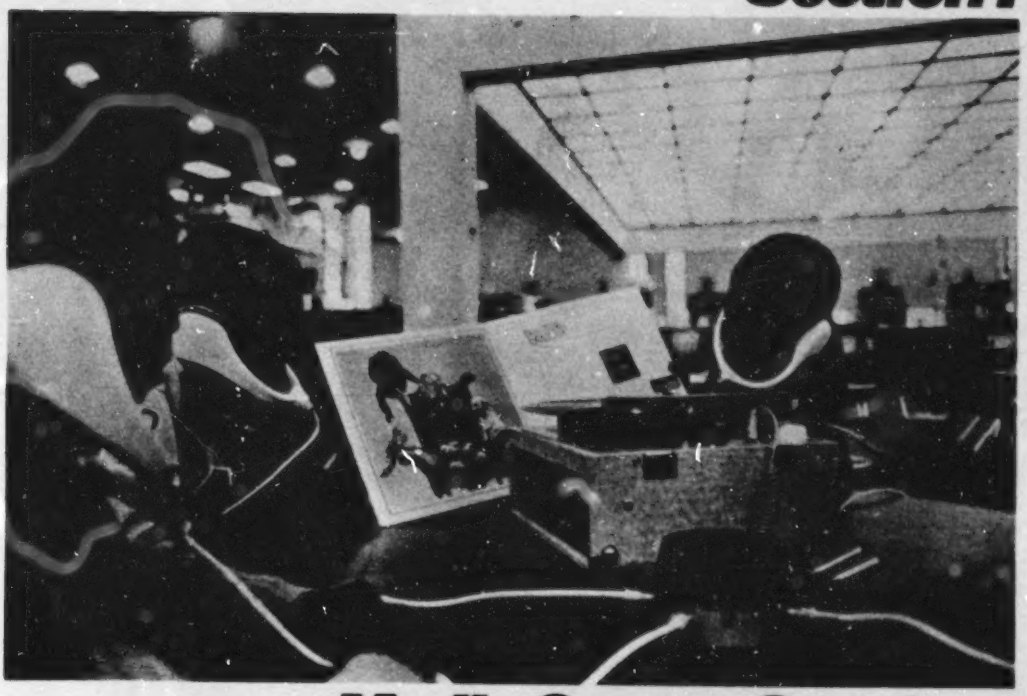
Section I identifies those services present in exemplary programs.

Section II includes a monthly plan for media center activities and suggestions for compiling media statistics.

Section III provides an evaluation instrument for use by media specialists in evaluating school level programs.

Section IV contains a number of instruments which could be used by media supervisors in district level evaluations.

Section I



Media Center Services

SERVICES TO STUDENTS

The media specialist:

1. Provides materials to meet specific classroom needs and the needs of the individual student.
2. Provides an up-to-date reference collection for student research.
3. Weeds and updates the collection regularly.
4. Catalogs the print and nonprint materials in one card catalog.
5. Organizes all materials for easy accessibility.
6. Makes the school media center attractive and provides a warm and friendly atmosphere.
7. Provides a functional system for charging materials.
8. Instructs students in the use of materials and equipment.
9. Plans in cooperation with the faculty and administration a program for effective library service.
10. Encourages students to use the school media center in large groups, small groups, or as individuals.
11. Provides a program for teaching reference skills.
12. Identifies individual needs, interests, goals, abilities, and progress rate.
13. Provides opportunities for students to browse in both print and nonprint materials.
14. Provides a human resource file.
15. Explores the potential of inter-library loan in securing materials.
16. Introduces the students to other community library resources.
17. Provides students with reading guidance.
18. Assists students in the production of materials.
19. Provides training in materials and equipment for student assistants.
20. Includes student suggestions in selecting materials.
21. Provides an outlet for displaying classroom projects.
22. Publicizes materials and library activities.
23. Includes student suggestions in evaluations.

SERVICES TO TEACHERS

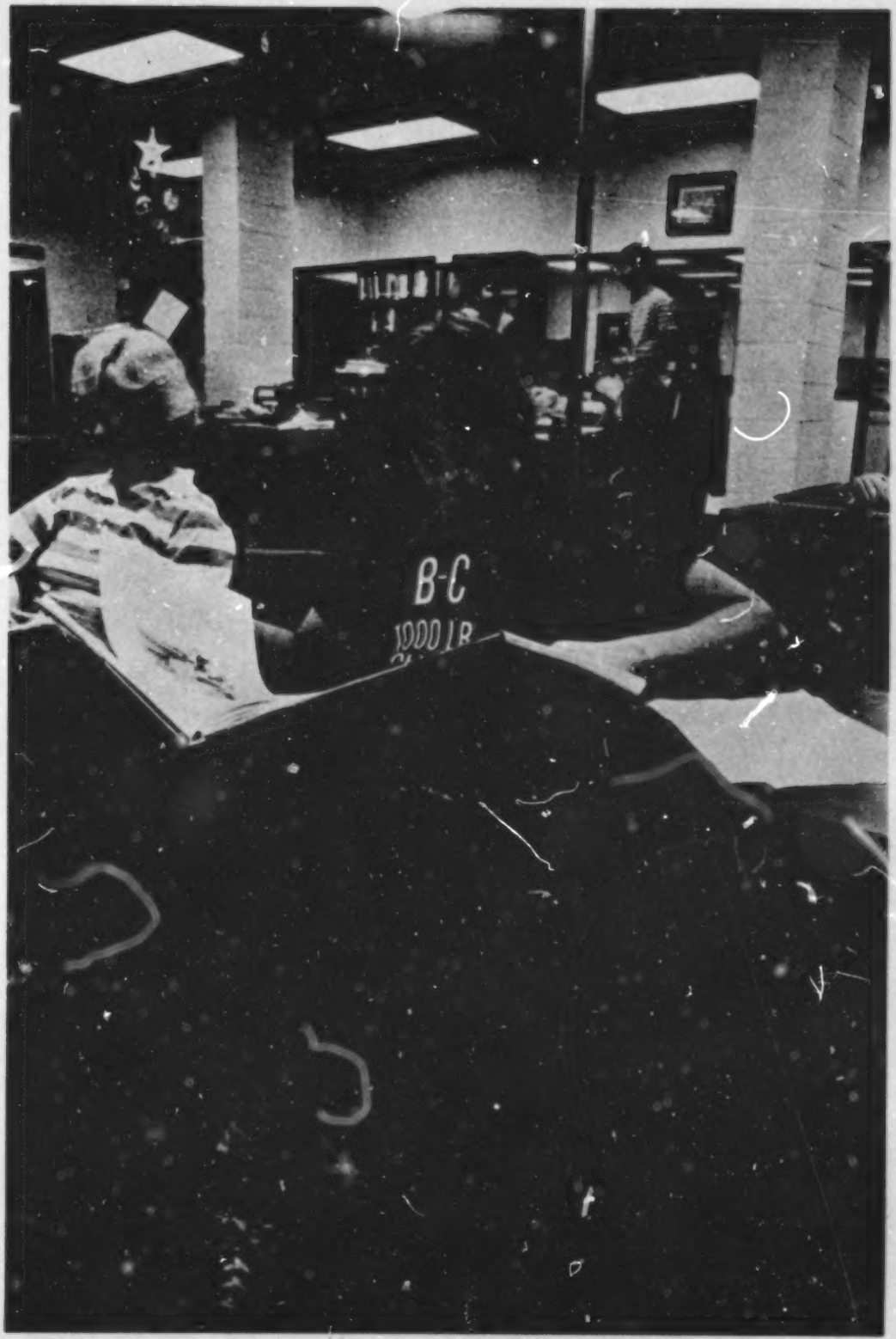
The media specialist:

1. Provides a warm and friendly atmosphere in the library.
2. Assists teachers in planning units of instruction.
3. Holds in-service sessions for teachers.
4. Provides materials to meet the professional needs of the faculty.
5. Assists teachers in the production of materials.
6. Provides a human resource file.
7. Visits the classrooms to become familiar with content and method.
8. Prepares bibliographies when needed.
9. Secures needed materials through inter-library loan.
10. Provides instruction in the operation of audiovisual equipment.
11. Involves teachers in the selection of materials.
12. Provides materials for individual needs.
13. Provides a functional system for charging materials.
14. Plans the library program cooperatively with the teachers.
15. Encourages teachers to use the media center as a laboratory for class projects.
16. Provides collections of materials for classroom use.
17. Plans with teachers for the cooperative teaching of library skills.

SERVICES TO ADMINISTRATORS

The media specialist:

1. Provides materials for professional and personal needs.
2. Provides a warm and friendly atmosphere in the media center.
3. Provides a functional system for charging materials.
4. Provides assistance in the use of materials and equipment.
5. Prepares a budget (in cooperation with the principal).
6. Plans, in cooperation with the principal, a system for making the center accessible to all students.
7. Serves on curriculum study committees and other school committees.
8. Attends departmental and faculty meetings.
9. Secures needed materials through inter-library loan.
10. Provides in-service training for faculties in the use of materials and equipment.
11. Includes professional materials for administrators in the selection of materials.
12. Plans for new and remodeled library media quarters.
13. Keeps accurate records, including an up-to-date inventory of the holdings of the center, both for print and nonprint materials and equipment.
14. Files statistical, financial, and progress reports with the school principal.
15. Supervises clerical routines and the activities of the clerical staff and student assistants.
16. Cooperates with other libraries in the district and the community.
17. Promotes the use of materials through appropriate publicity.
18. Becomes involved with the professional organizations.
19. Keeps abreast of current research in the field of librarianship and education.
20. Includes faculty and students in periodical evaluations of the library media program.



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OPINION SURVEY FOR STUDENTS

1. Why do you come to the media center?

2. Do you enjoy coming to the media center?

3. How often do you go each week?

4. What do you like best about the media center?

5. What do you like least about the media center?

6. Do you mind asking the media specialist (librarian) for assistance?

7. Does the media center meet your needs for information?

8. Does the media center meet your needs for recreational reading?

9. What do you like to read best?

10. Name a title you have read and liked this past year.

11. Title of a magazine you read regularly.

    Do you read the newspaper daily? _____

12. Do you use filmstrips? _____ Recordings? _____

13. Are audiovisuals (filmstrips, recordings, etc.) easily available? _____

14. Can you operate the filmstrip projector and previewers? _____
    Record players? _____ Tape recorders? _____ Motion picture projectors? _____

15. Do you encounter any difficulty in getting to come to the media center?

16. How could the media center serve you better?

17. Would it be helpful to you if the media center was open at night? _____ On Saturdays? _____

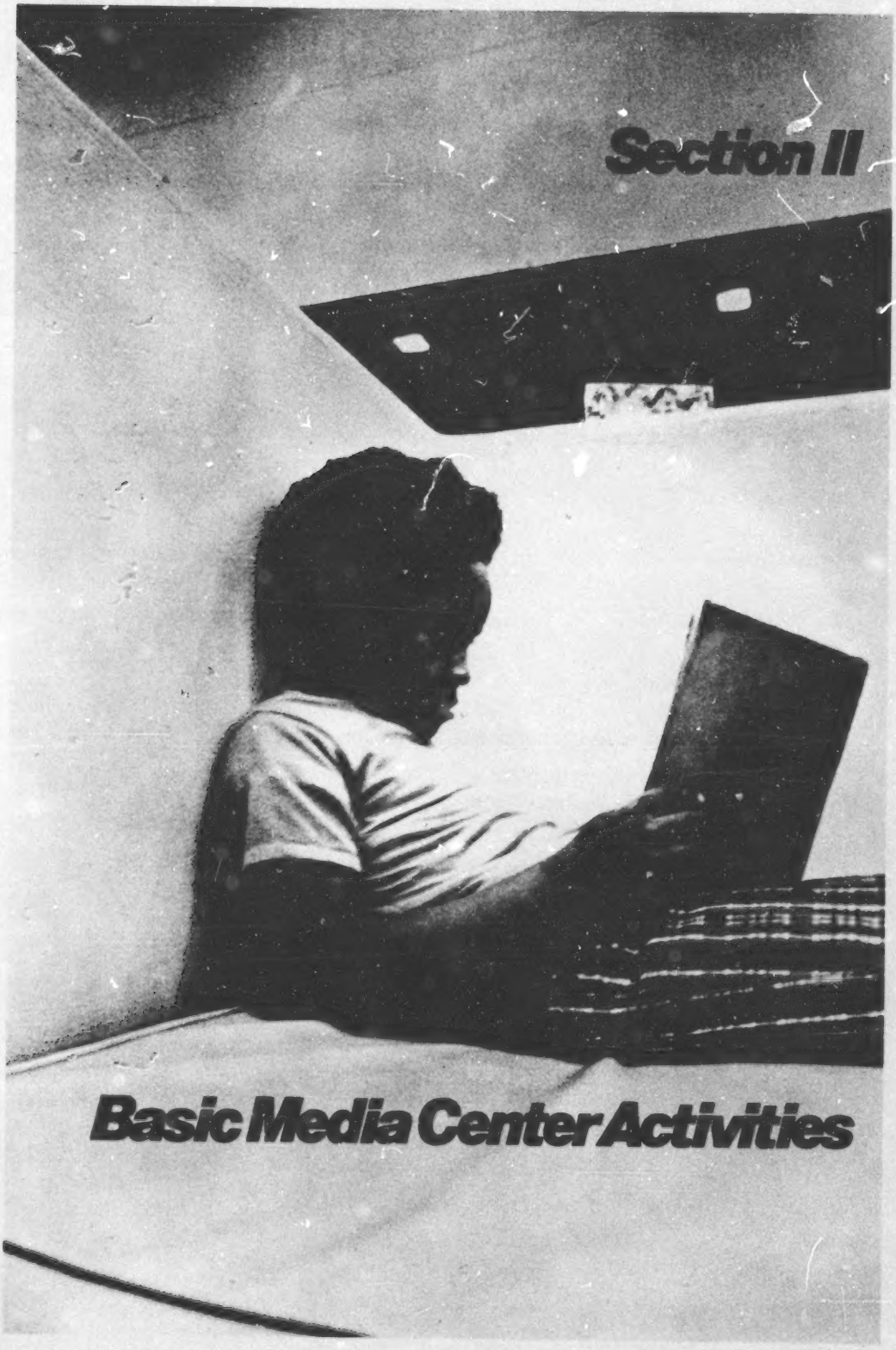
18. Do you visit other libraries in the community? _____

19. How do you rate this media center? Average _____ Above average _____ Below average _____

20. If you had the opportunity to change anything about the media center, what would you change?

OPINION SURVEY FOR TEACHERS

1. Do you know the holdings of the media center in your subject area?
2. Does the collection meet your instructional needs?
3. Do you enjoy using the media center for your recreational needs?
4. Are the media center hours convenient for you?
5. Would you favor evening hours for the media center? _____ Saturday hours? _____
6. Do you need help in locating materials?
7. Do you mind asking the media specialist for assistance in using materials?
8. Do you use audiovisual software (filmstrips, recordings, etc.) easily?
9. Do you need help in operating the audiovisual hardware (projectors, recordings, etc.)?
10. Do you assist the media specialist with the selection of materials for the media center?
11. Do you plan with the media specialist for unit work?
12. What do you like most about the media center?
13. What do you like least about the media center?
14. How would you rate the media center? Poor_____ good_____ excellent_____
15. Do you use other libraries in the community?
16. Do you have any suggestions for improvement?



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METHODS FOR COMPILING MEDIA STATISTICS

Consider:

1. **Results of test scores in reading**
2. **Circulation statistics**
3. **Student usage figures**
4. **Comparison of usage with losses of materials**
5. **Results of test scores of reference skills**
6. **Orientation for new students**
7. **Orientation for new teachers**
8. **Faculty in-service on materials and equipment**
9. **Classroom collections**
10. **Use of media center as a learning laboratory**
11. **Teacher participation in the selection process**
12. **Teacher preparation of audiovisuals**
13. **Student preparation of audiovisuals**
14. **Unit planning with teachers**
15. **Small group activities in conference rooms**
16. **Unanswered reference questions**
17. **Use of audiovisual equipment**
18. **Use of audiovisual software**
19. **School use of instructional television**
20. **School use of instructional radio**
21. **Involvement with curriculum study committees**

SUGGESTED CALENDAR FOR BASIC MEDIA CENTER ACTIVITIES

AUGUST

1. Develop a plan, in collaboration with the teachers and the principal, for the scheduling of students into the media center. (Rigid scheduling should be avoided to allow each child to use the center whenever there is a need.)

2. Conduct orientation sessions for new teachers and sessions on materials and audiovisual equipment as needed. *August and continuing*

3. Plan with teachers for materials to accompany units. *August and continuing*

SEPTEMBER

1. Prepare, in cooperation with the principal, a budget based on the annual media appropriation.

2. Set up a functional system for charging materials (print and nonprint).

3. Conduct media center orientation for incoming classes.

4. Plan for the teaching of library skills based on test data and curriculum needs.

5. Organize materials for easy accessibility. *September and continuing*

6. Conduct a training program for student assistants. (In the secondary school these students may be organized into a media club.)

7. Catalog materials, both print and nonprint, in one catalog. *September and continuing*

8. Become acquainted with the curriculum through visits to classrooms and studying the textbooks. *September and continuing*

OCTOBER

1. Request that a Faculty Library Committee be appointed to plan and evaluate the library program, and to make recommendations for improvement. Department heads may be used or grade level teachers. (Students may be included on these committees also.)

2. Prepare orders for materials in accordance with district policy for the selection of materials. Principals, teachers, and students should have the opportunity to make suggestions as to materials needed.

3. Begin work on a human resource file unless there is such a file at the district level. *October and continuing*

JANUARY

1. Evaluate the library media program on a regular basis. The entire school community should be involved with the evaluation. *January and May*

MARCH

1. Prepare a spring order for materials.

APRIL

1. Introduce students to other library community resources.

2. Reorder periodicals for the coming year. Consultation with the faculty is recommended before reordering.

MAY

1. Complete an inventory of all materials. (Note: This may be a running inventory and weeding can be accomplished simultaneously.)

2. Prepare books for the bindery.

3. Check audiovisual equipment, store it for the summer, or send it out for repairs. (Accurate records are needed on equipment sent for repairs.)

4. Prepare annual reports—statistical, financial, and progress—for the principal. (A copy should be retained in the media center.)

Section III

Evaluation

SCHOOL LIBRARY MEDIA CENTERS
EVALUATION INSTRUMENT

This instrument is for the use of the media specialist in the individual school in determining program effectiveness.

In districts having media supervision similar data could be collected on all schools in the district and used as a planning instrument.

SCHOOL LIBRARY MEDIA CENTERS

Evaluation Instrument

Check (✓) Degree of Effectiveness
(If answer is no, check column 0)

MEDIA SPECIALIST	Low 0	1	2	3	High 4
1. The media center is directed by a qualified professional knowledgeable in both print and nonprint media.					
2. Adequate supportive staff is provided for the administration of the program.					
3. Services are provided to students for the required amount of time.					
4. The media staff are members of the professional organizations.					
5. The head of the media center has no nonlibrary related extracurricular duties.					
6. The head of the media center is employed for 10 or more months.					
7. Parent-volunteers are being used.					
8. There is a local library media supervisor employed by the district.					
PROGRAM					
9. The LMC (library media center) is open the required number of hours.					
10. There is a planned library media program.					
11. Student assistants are used.					
12. There is a library or media club.					
13. Flexible scheduling is being used.					
14. All students are allowed to take books home.					
15. Services are provided to kindergartens.					
16. Teachers accompany their classes when there is group use of the center.					
17. Study halls are not held in the LMC.					
18. Instruction in library skills is offered.					

	0	1	2	3	4
19. Audiovisuals are being used by students as well as by teachers.					
20. ITV programs are used extensively in the school.					
21. Instructional radio programs are used extensively in the school.					
22. Materials are being produced locally.					
23. Teachers and administrators are involved in the selection of materials.					
24. The staff is involved in planning with teachers.					
25. The staff serves on curriculum study committees.					
26. The hours of the LMC have been extended to evenings and weekends.					
27. The community is involved with the LMC.					
28. There is a district materials center serving professional needs.					
MATERIALS					
29. There is a written policy for the selection of materials.					
30. Print and nonprint materials are cataloged together in one catalog.					
31. All materials are arranged for easy accessibility.					
32. The print collection meets the State standards for quantity.					
33. The print collection meets the American Library Association recommendations for quality.					
34. The audiovisual collection meets the accepted standards for quantity.					
35. The audiovisual collection meets the accepted standards for quality.					
36. The reference collection is adequate.					
37. The periodical collection is adequate.					
38. The collection of newspapers is adequate.					
39. The vertical file material is adequate.					
40. There are indexes to periodicals.					

	0	1	2	3	4
41. There are professional materials for teachers.					
42. The collection includes locally produced materials.					
43. There is a human resource file.					
44. The LMC is not used for nonlibrary activities.					
FACILITIES					
45. The physical facilities are adequate.					
46. The physical facilities are attractive.					
47. Necessary auxiliary rooms are provided.					
48. The furniture and equipment are satisfactory.					
49. Carrels or listening centers are in use.					
FINANCE					
50. This LMC receives adequate financial support.					
51. There is a separate budget for audiovisual equipment and maintenance.					
Total the number of checks in each column.					
Multiply		x1	x2	x3	x4
Add column totals together for Grand Total.		+	+	+	= Grand Total

Grand Total

Scoring

1. 0 - 100 = Poor
2. 101 - 139 = Fair
3. 140 - 179 = Good
4. 180 & above = Excellent

Section IV

District Level Evaluation Instruments

DISTRICTWIDE MEDIA SERVICES INVENTORY

This instrument is for use by the media supervisor (or district level personnel responsible for media program) in planning improvements in media services.

MEDIA SERVICES INVENTORY

☐ State Accredited

☐ Southern Association Accredited

I. PERSONNEL

1. Head _____
   ☐ Certified ☐ Master's degree in Library Science ☐ Other Master's degree
   ☐ Full time ☐ Part time

2. Assistants _____
   ☐ Certified ☐ Master's degree in Library Science ☐ Other degree
   ☐ Full time ☐ Part time

   _____
   ☐ Certified ☐ Master's degree in Library Science ☐ Other degree
   ☐ Full time ☐ Part time

   _____
   ☐ Certified ☐ Master's degree in Library Science ☐ Other degree
   ☐ Full time ☐ Part time

3. Clerk(s) _____
   ☐ Full time ☐ Part time

   _____
   ☐ Full time ☐ Part time

II. COLLECTIONS AND EQUIPMENT

1. Number of volumes _____ (This may be reported by Dewey classes.)
2. Number of periodical subscriptions _____
3. Number of newspaper subscriptions _____
4. Audiovisual software
   a. Filmstrips _____
   b. Recordings _____
   c. Transparencies _____
   d. Other _____
5. Audiovisual equipment
   a. 16mm. projectors _____
   b. 8mm. projectors _____
   c. Filmstrip projectors _____
   d. Filmstrip previewers _____
   e. Overhead projectors _____
   f. Tape recorders _____
   g. Record players _____
   h. Other _____

III. FACILITIES

1. Overall square footage ☐
2. Seating (reading room + conference rooms) ☐
3. Are there carrels or other provisions for listening and viewing? ☐
4. List auxiliary rooms: _____ _____
   _____ _____
   _____ _____

IV. FINANCES

1. Does this school's appropriation for materials meet State standards? ☐
2. Does the appropriation meet Southern Association standards? ☐
3. Is there a separate audiovisual budget? ☐
4. Amount spent for books during the previous year _____
5. Amount spent for audiovisual software _____, hardware _____

V. PROGRAM

Describe strengths, weaknesses and identifying characteristics of the school's library media program. _____

_____

_____

_____

_____

_____

Elementary schools should indicate type of schedule(s) used.

1. Flexible ☐
2. Schedules for all classes ☐
3. A combination of no. 1 and no. 2 ☐

DISTRICTWIDE SUMMARY SHEETS FOR MEDIA CENTERS
CHART I — STAFF

Name of School	Number on Media Staff	Number Certified Media Specialists	Number Noncertified Media Specialists	Number Master's Degrees in Library Science	Number Full Time Media Professionals	Number Part Time Media Professionals	Number Full Time Para-professionals	Number Part Time Para-professionals

DISTRICTWIDE SUMMARY SHEETS FOR MEDIA CENTERS
CHART II — COLLECTIONS

Name of School	Number of Books	Number of Periodicals	Number of Newspapers	Number of Films	Number of Filmstrips	Number of Disc-Recordings	Number of Tape Recordings	Number of Transparencies	Other

DISTRICTWIDE SUMMARY SHEETS FOR MEDIA CENTERS
CHART III — EQUIPMENT

Name of School	Number of 16mm. Projectors	Number of 8mm. Projectors	Number of Filmstrip Projectors	Number of Filmstrip Previewers	Number of Overhead Projectors	Number of Tape Recorders	Number of Record Players	Other Equipment

DISTRICTWIDE SUMMARY SHEETS FOR MEDIA CENTERS
CHART IV — FACILITIES

Name of School	Overall Square Footage in Media Center	Number of Auxiliary Rooms	Number of Seats in Reading Room	Number of Seats in Carrels or Listening Centers

DISTRICTWIDE SUMMARY SHEETS FOR MEDIA CENTERS
CHART V — MEDIA PROGRAM

Name of School	Program Strengths	Program Weaknesses	Identifying Program Characteristics	All Students Are Allowed to Take Materials Home	All Kindergarten Children Are Receiving Library Media Services	Flexible Scheduling Is Being Used	Rigid Scheduling Is Being Used	Combination Scheduling Is Being Used

DISTRICTWIDE SUMMARY SHEETS FOR MEDIA CENTERS
CHART VI — BUDGET

Name of School	Amount Spent for Books	Amount Spent for Audiovisual Software	Amount Spent for Audiovisual Hardware	A Separate Audiovisual Budget Is Maintained	Appropriation Meets State Standards	Appropriation Meets Southern Association Standards